



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
MAY 20, 2019**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, May 20, 2019** in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto Texas 75115.

Present: Perry Holloway, Board President
Curtis Krohn, Board Vice President
Michelle Jordan, Board Secretary/Treasurer
Bobby Waddle, Board Director

Staff Present: Joe Newman – Chief Executive Officer
Cynthia Noble – Administrative Assistant

Also Present: Melissa Adams — Accounting Manager, City of DeSoto
Tracy Cormier — Director of Budget, City of DeSoto
Rene Johnson — Interim City Manager, City of DeSoto
Mayor Curtistene McCowan — Mayor, City of DeSoto
Leticia Shelton — Deputy City Manager, City of DeSoto
Crystal Owens — Director of Developmental Services, City of DeSoto
Isom Cameron — Interim Deputy City Manager, Director of Public Utilities, City of DeSoto
Pete Smith — Attorney, Nichols, Jackson, Dillard, Hager & Smith, LLP
Terry Toomey — Executive Director, The Industry HUB
Shmara Punch — Director of Member Relations, DeSoto Chamber of Commerce

Absent: Dr. Delva King, Board Director
Vanessa Barrios – Research and Business Development Manager
Monte Anderson — Owner, Options Real Estate
The Honorable Rachel Proctor — Mayor Pro-Tempore, City of DeSoto, City Council Liaison

At 9:10 a.m., Board President Perry Holloway called the meeting to order and acknowledged the presence of a quorum.

A. REGULAR SESSION – CALL TO ORDER

1. Invocation was given by Board Vice President Curtis Krohn.

B. CONSENT AGENDA

1. Minutes and income and expenses:
 - a. Consideration and approval of the April 22, 2019 DEDC Board Meeting Minutes.
 - b. Consideration and approval of the DEDC March 31, 2019 income and expenses.

Motion by Board Vice President Curtis Krohn to approve the consent agenda items as presented. Motion seconded by Board Director Bobby Waddle. Motion approved by Board members Bobby Waddle, Perry Holloway, and Curt Krohn. Board Director Dr. Delva King and Board Secretary/Treasurer Michelle Jordan were not present for the motion.

C. REGULAR AGENDA - NEW BUSINESS

Board President Perry Holloway skipped to item 2 since the Honorable Rachel Proctor or Mayor Curtistene McCowan had not yet arrived at the meeting.

1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor. Due to the absence of the Honorable Rachel Proctor, Mayor Curtistene McCowan presented the City Council update.
 - a. Mayor Curtistene McCowan, City of DeSoto, announced there was an election for the City Council on Saturday, May 4, 2019. In addition she said the re-elected mayor and newly elected council members will be sworn in at the next City Council meeting on Tuesday, May 21, 2019.
 - b. Mayor McCowan reported the City Council elections resulted in Andre Byrd, Sr. in Place 4. In addition, she reported there will be a run off for Place 5 on Saturday, June 8, 2019.
 - c. Mayor McCowan announced the DeSoto City Council will be meeting on Tuesday, May 21, 2019 at 6:00 p.m. for a work session, and have a reception afterwards for incoming and outgoing council members at 6:30 p.m. Also, the DeSoto City Council will meet for the executive session at 5:30 p.m. and the regular session at 7:00 p.m. on the same day.
 - d. Mayor McCowan informed the Board of Directors that Rene Johnson (formerly the Director of Parks and Recreation) was appointed Interim City Manager. Also she said Isom Cameron, Director of Public Utilities, was appointed Interim Deputy City Manager.
 - e. Mayor McCowan thanked everyone present and explained that the City Manager, the DEDC and she will work together to continue to do a better job. She points out there are a lot of major projects in the works.
 - f. Mayor McCowan said they will have a national search for a permanent City Manager, and they are currently doing succession planning. She assured and emphasized, "Nothing has stopped!"
 - g. In conclusion, Mayor McCowan gave thanks to the Honorable Rachel Proctor and asked for prayers for her and her family as she moves away from her former City Council position. She asked that we continue to lift the City of DeSoto in prayer as we move forward.
2. Grow DeSoto Market Place Incubator financial status report. Presentation by Monte Anderson, Options Real Estate. The presentation was omitted since Monte Anderson was not present.

Board President Perry Holloway omitted item 2 and skipped to item 3 since Monte Anderson was absent from the meeting.

3. DeSoto Chamber of Commerce Update – Shmara Punch, Director of Member Relations, DeSoto Chamber of Commerce.
 - a. MEMBER SERVICES:
 - i. Member Networking are as follows:

1. Good Morning DeSoto will be held on Tuesday, June 4, 2019 at 8:00 a.m. at the Holiday Inn Express located at 1310 E. Wintergreen, DeSoto, Texas, 75115.
- ii. The Ribbon-Cutting Ceremonies and Ground Breaking Ceremonies were as follows:
 1. FUBU Mobile Ribbon Cutting was held on Saturday, May 11, 2019 at 11:00 a.m. at FUBU Mobile.
 2. IVY Place Ribbon Cutting was held on Tuesday, May 14, 2019 at 12:00 p.m. at Ivy Place.
 3. CBD Lifestyles Ribbon Cutting was held on May 16, 2019 at 5:00 p.m. at CBD Lifestyles.
- iii. Small Business Workshop:
 1. The "Lunch and Learn" programs for small businesses which will be presented by Calvin Golden, Franchise Owner, Wing Stop, dates are pending.
 2. The classes with Goldman Sachs that will be held at Dallas County Community College are pending.
- iv. Group Health Insurance is now available to the DeSoto Chamber of Commerce members only.
 1. Benafix Solutions is meeting with members to provide medical, life, dental, vision, short-term disability and life insurance to DeSoto Chamber of Commerce members as a member benefit.
- b. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:
 - i. The Revolving Loan Program is no longer available.
- c. COMMUNITY EVENTS (leading, assisting, or promoting):
 - i. The Grow DeSoto Small Business Training Classes will be held every Tuesday and Thursday from 7:30 a.m. to 8:30 a.m. at the Grow DeSoto Market Place.
- d. TOURISM ACTIVITIES:
 - i. Print Publication(s):
 1. DeSoto's "Livability" advertisement with the Best Southwest Partnership Magazine is moving forward. We are in the phase of designing the graphics.
 - ii. Reunion / Groups:
 1. There were no requests this month.
 - iii. Advertising Campaigns:
 1. There were no campaigns at this time.
- e. FUNDRAISING/ BUDGET:
 - i. Foreign Travel:
 1. The 2019 foreign travel destination is a Tuscany Trip. For DeSoto Chamber of Commerce members only, the early bird cost of the trip will be \$2799. The Destination Presentation held on Tuesday, April 9, 2019 at 11:30 a.m. and at 5:30 p.m. went well. Many people were interested.
 - ii. Sales Campaign:
 1. We are developing new marketing materials for sponsorships for all of the events for this year.
 2. We are developing the new website.
 - iii. Top Golf Tournament:

1. The Top Golf Tournament will be held on Thursday, June 6, 2019 from 6:00 p.m. to 9:00 p.m. at Top Golf at 8787 Park Lane, Dallas, TX 75231
- iv. Monthly Payment Options:
 1. The DeSoto Chamber of Commerce will be accepting monthly payments from small businesses to make memberships more affordable.
- f. ADDITIONAL INFORMATION AND SITE VISITS:
 - i. Ms. Punch included in the Board Packet the Business Retention Visits Report for the Board of Directors to review.
 - ii. Ms. Punch mentioned the site visit to Diab with Vanessa Barrios, Research and Business Development manager. She said they are expanding. Since Diab, Kohler and NFI are looking to hire and they fall into the logistic and warehouse category, we are offering to help plan a mini Job Fair for them. Then Joe Newman, CEO, suggested contacting the new company to add them to the job fair as well, since they need 15 people to start immediately.
 - iii. Ms. Punch said we are looking at bringing the football tournament to DeSoto. We are discussing it with the area hotels and businesses to see what rates they can offer.
 - iv. Ms. Punch mentioned all businesses listed as PR on the site visit report have now become new members.
 - v. Lastly, Ms. Punch answered questions regarding whether there will be a new DeSoto Chamber of Commerce CEO, saying there is no update on a new CEO at this time.
4. Financial Status Report. Presentation by Ms. Melissa Adams, Accounting Manager, City of DeSoto. The Financial Status Report included: A General Fund Balance Sheet, Summary of Revenues and Expenditures, and Details of Revenues and Expenditures as of April 30, 2019. Ms. Adams discussed the updates to the March 31, 2019 Financial Status Report placed in the consent agenda.
 - a. During the discussion Board Director Bobby Waddle raised questions in regards to the DEDC's need to participate in the sponsorship for the Cedar Valley College HVAC program now that the Bond in Dallas was passed.
 - b. Ms. Adams informed the Board Directors that the next preliminary audit will be in August 2019 and the official audit is in January 2020.

Board Treasurer/Secretary Michelle Jordan arrived at 9:15 a.m.

5. The Industry HUB's Activity Summary Report for April 2019 presented by Ms. Terry Toomey, Executive Director of the Industry HUB.
 - a. Ms. Terry Toomey, Executive Director, The Industry HUB, said to expect to hear complaints from the tenants since the tenant re-evaluation for renewal process has started. The business owners will be required to present their next steps by presenting an updated business, financial and marketing plan for their businesses. Each business owner will be re-evaluated by a committee on their presentation as well as on whether they have been staying open when required, and whether they have been paying rent on time. She said she will not be on the re-evaluation committee that determines the lease renewal. She said this way she could remain neutral on this decision.

- b. She explained that some of the tenant's leases will not be renewed and that currently there are about thirty prospective tenants on the waiting list. She points out there are two new restaurants and a café coming soon.
 - c. Ms. Toomey said Aisha Meeks of The Pitt Fitness & Rehab lost all of her federal contracts in January due to the government shut down. She explained that this was the life blood of her business. She explained if the tenants work with her on their problems they can come up with workable solutions. She concluded now Ms. Meeks is showing increased sales from implementing the new ideas from their weekly meetings.
 - d. Ms. Toomey exclaimed her dissatisfaction with Monte Anderson's directed comment, "People don't like to be told what to do." She insisted that her focus was not on telling the Business owners what to do since they are all adults, but on creating a more positive atmosphere and providing them with additional options that they may not see.
 - e. Ms. Toomey said she is in the process of signing a MOU with the DeSoto Independent School District in conjunction with the media lab to have a streaming media platform. They are creating internship programs, and we are working with both of them to develop the curriculum. She said this will identify new talent. She said, they are asking, "How do we make learning more fun?" She explained the purpose is to appeal to small businesses, and is designed to help small businesses.
 - f. Ms. Toomey said the DeSoto Independent School District will have a Small Business Entrepreneurship Program in the summer for about 20 students in two cohorts from ages nine to twelve and thirteen to seventeen. She explains how this program will walk them through the licensing process. She said they can create a complete summer session with an education program tailored for them in partnership with the Small Business Association, the DeSoto Library, and the DeSoto Independent School District. She noted the Chamber of Commerce may want to participate as well. She said they will be extending an invitation for others to participate.
 - g. Ms. Toomey reported she is having training classes on Tuesday and Thursday focused on customer service and on legal. She said she is developing three new marketing classes: some on nimble marketing and some on branding.
 - h. Ms. Toomey said on the subject of marketing and PR, James from Peace Love & Eatz did his interview on NBC, which will be airing soon. Also, Tiger House Hats will have a feature in D magazine in June. Lastly she said Aisha Meeks, The Pit Fitness & Rehab, will have a health fair in August. She explained she is trying to build up and get publicity for the health fair.
 - i. Finally, Ms Toomey reported roughly over thirteen hundred on our Instagram. She said we are continuing to expand our reach through social media.
6. DeSoto Works Job Fair Spring 2019 Report Presented by Joe Newman, CEO, DEDC.
- a. Joe Newman, CEO, explained that the DeSoto Works Job Fair Spring 2019's attendance was affected by the weather that day. He pointed out that even with this the attendance was not extremely bad. He pointed out to the Board of Directors the categories of attendees displayed on each chart. He mentioned that the Job Fair was open to surrounding communities. One statistic he pointed out was that there were more attendees from Dallas than DeSoto.
 - b. Shumara Punch, Director of Member Relations, DeSoto Chamber of Commerce, mentioned that next week Texas Workforce Commission will inform us of who actually received jobs.

- c. Mr. Newman mentioned some job seekers received a job immediately on the spot.
 - d. Ms. Punch reported there were over eight hundred preregistered which was the highest preregistered amount of job seekers of any previous Job Fairs. She elaborated that we had to expand the registration on Eventbrite to accommodate the increase. She said she believed the increase to be because of the time change formerly held from 10:00 a.m. to 2:00 p.m. to be held from 2:00 p.m. to 6:00 p.m. instead. She explained that because of the weather and the school closings, the actual attendance was about two hundred. However, she felt there were a good mix of the attendee's profiles overall.
 - e. Likewise, Ms. Punch said fortunately there was a good mix of employers also. She explained there were fifty-eight companies that showed up, but the weather affected the employers as well. She pointed out since the schools were closed early as well; it caused some employers to leave early.
7. Consideration and action to approve the DEDC Budget Fiscal Year 2019-2020.
Board Treasurer /Secretary Michelle Jordan motioned to approve the DEDC Budget Fiscal Year 2019-2020 with the line items 56, 57, 58, 59 and 60 removed from it. Seconded by Board Director Bobby Waddle. Approved by Board members Perry Holloway, Curtis Krohn, Michelle Jordan, and Bobble Waddle. Board Director Dr. Delva King was not present for the motion.

Board President Perry Holloway went back to item number # 1 since Mayor Curtistene McCowan joined the meeting at 9:57 a.m.

Board President Perry Holloway called a 10 minute break at 10:07; whereas afterwards the Board reconvened into Executive Session at 10:17 a.m.

D. EXECUTIVE SESSION

Texas Government Code, Section 551.087: Economic Development Deliberation.

1. **Deliberation and Discussion Regarding the Economic Development Incentive Agreement between Project Office Building and the DeSoto Economic Development Corporation.**
2. **Deliberation and Discussion Regarding the Economic Development Incentive Agreement between Project Housewares and the DeSoto Economic Development Corporation.**
3. **Deliberation and Discussion Regarding the Economic Development Incentive Agreement between Project Germany and the DeSoto Economic Development Corporation.**

Board Director Treasurer/Secretary Michelle Jordan left at 11:11 a.m. Board President Perry Holloway Reconvened into Open Session at 11:14 a.m.

E. RECONVENE INTO OPEN SESSION

F. ACTION AS A RESULT OF EXECUTIVE SESSION

Motion by Board Vice President Curtis Krohn to authorize Joe Newman, CEO, to negotiate and execute the Incentive Agreement with Barclay to provide incentive in the amount of \$101,145 for water and wastewater infrastructure to be paid upon completion of one shell professional office

DeSoto, Texas. Seconded by Board Director Bobby Waddle. Approved by Board members Perry Holloway, Bobby Waddle, and Curtis Krohn. Board Secretary/Treasurer Michelle Jordan and Board Director Delva King were not present for the motion.

G. BRIEFING BY THE CHIEF EXECUTIVE OFFICER REGARDING THE STATUS OF PENDING DEDC PROJECTS

- a. Joe Newman, CEO, briefly discussed his activity report outlining the DEDC office's activities. He discussed some of the projects he inherited from the City's Administration Department after the city manager resigned, and while the interim city manager gets up to speed.
- b. Mr. Newman said Fuzzy Taco is getting ready to break ground as they have backhoe equipment and silt fencing in place. He said Fuzzy's Taco's owner will meet with the City Council to change the completion date to the end of December on the contract.
- c. Mr. Newman reported that Albertson's contract with a potential developer has expired. The developers were ready to lease the space, but they will have some lease restrictions such as no other grocery store in its place. He said a citizen informed him that a church seemed interested in the former Albertson's space, and they were taking pictures of it. He explained that unfortunately since the city does not own the property the DEDC and the City has no control over who will end up leasing it.
- d. Mr. Newman discussed the changes and expansions taking place at companies like Diab, Solar Turbines, and Kohler which are detailed on the Scorecard.
- e. Mr. Newman briefly discussed sales tax as down two months ago at .11 percent, but last month it was up 2.4 percent. He said this amount is for the calendar year; however, we are still up for the fiscal year.
- f. In conclusion, Mr. Newman announced that Terry Toomey, Executive Director, The Industry HUB, was given the *Focus Daily News*, Reader's Choice Award for the Best New Start-up Business for the Grow DeSoto Market Place.

H. BOARD ANNOUNCEMENTS

None.

I. ADJOURNMENT

With no further business to discuss Board President Perry Holloway adjourned the meeting at 11:20 a.m.


Perry Holloway, Board President


Curtis Krohn, Board Vice President